

Please add the following new claims:

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157. A method for facilitating electronic commerce in an electronic commerce system through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, said method comprising:
- receiving a first order for one or more of a plurality of electronic commerce system products or services corresponding to web files; and
  - generating a first profile, said first profile comprising said first order and specifying a recurrence for said first order, wherein said first order automatically recurs one or more times according to said specification.
158. The method of Claim 157 wherein said web files are operatively coupled to a web site associated with said electronic commerce system.
159. The method of Claim 157 wherein said electronic commerce system comprises a marketing system.
160. The method of Claim 157 wherein said electronic commerce system comprises a multi-level marketing system.
161. The method of Claim 157, further comprising shipping said first order to a user according to said first profile.
162. The method of Claim 157, wherein a user is registered with said electronic commerce system as a member or HBO.
163. The method of Claim 157, wherein said first profile further specifies a first recurrence interval upon elapse of which said first order is to recur.
164. The method of Claim 163, wherein said first profile further specifies the regularity of said first recurrence interval.

165. The method of Claim 163, further comprising:  
receiving a second order for one or more of said plurality of electronic commerce system products or services;  
generating a second profile, said second profile comprising said second order and specifying a recurrence for said second order, wherein said second order automatically recurs one or more times according to said specification; and  
wherein said second profile further specifies a second recurrence interval upon elapse of which said second order is to recur.
166. The method of Claim 157, further comprising:  
allowing a user to modify said first profile.
167. The method of Claim 166, wherein said allowing further comprises allowing said user to add one or more of said plurality of electronic commerce system products or services to said first order.
168. The method of Claim 166, wherein said allowing further comprises allowing said user to remove one or more of said plurality of electronic commerce system products or services from said first order.
169. The method of Claim 166, wherein said allowing further comprises allowing said user to modify said recurrence.
170. The method of Claim 157, wherein said receiving further comprises receiving said first order for products or services into a shopping cart and further wherein said generating further comprises generating said first profile from said shopping cart in response to a single action by a user.
171. The method of Claim 157, wherein said first order for products or services may be specified in eatches or bulk.
172. The method of Claim 157, wherein said first order for products or services may be specified in eatches or cases.

173. The method of Claim 157, wherein said first order for products or services may be specified in unit quantities or lot quantities.
174. An electronic commerce system comprising:  
at least one server computer capable of communicating with a browser system located at a remote client computer over a network;  
said at least one server computer comprising:  
an order management system operative to receive a first order for one or more of a plurality of electronic commerce system products or services corresponding to web files;  
said order management system further operative to generate a first profile comprising said first order and specifying a recurrence for said first order; and  
said order management system being responsive to said first profile and causing said first order to automatically recur one or more times according to said specification.
175. The electronic commerce system of Claim 174 wherein said order management system comprises a mainframe computer.
176. The electronic commerce system of Claim 174 wherein said web files are operatively coupled to a web site associated with said electronic commerce system.
177. The electronic commerce system of Claim 174, wherein said order management system is further operative to initiate shipment of said first order to a user according to said first profile.
178. The electronic commerce system of Claim 174, wherein a user is registered with said electronic commerce system as a member or HBO.
179. The electronic commerce system of Claim 174, wherein said electronic commerce system comprises a marketing system.

180. The electronic commerce system of Claim 174, wherein said electronic commerce system comprises a multi-level marketing system.
181. The electronic commerce system of Claim 174, wherein said first profile further specifies a first recurrence interval upon elapse of which said first order is to recur.
182. The electronic commerce of Claim 181, wherein said first profile further specifies the regularity of said first recurrence interval.
183. The electronic commerce of Claim 181, wherein said order management system is further operative to:
  - receive a second order for one or more of said plurality of electronic commerce system products or services; and
  - generate a second profile, said second profile comprising said second order and specifying a recurrence for said second order, wherein said second order automatically recurs one or more times according to said specification; and
  - wherein said second profile further specifies a second recurrence interval upon elapse of which said second order is to recur.
184. The electronic commerce system of Claim 174, wherein said order management system is further operative to allow a user to modify said first profile.
185. The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to add one or more of said plurality of electronic commerce system products or services to said first order.
186. The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to remove one or more of said plurality of electronic commerce system products or services from said first order.
187. The electronic commerce system of Claim 184, wherein said order management system is further operative to allow said user to modify said recurrence.

188. The electronic commerce system of Claim 174, wherein said order management system is further operative to receive said first order for products or services into a shopping cart and generate said first profile from said shopping cart in response to a single action by a user.
189. The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in eaches or bulk.
190. The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in eaches or cases.
191. The electronic commerce system of Claim 174, wherein said first order for products or services may be specified in unit quantities or lot quantities.
192. A method for facilitating electronic commerce through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:
  - (a) establishing an automated order in response to the browser system;
  - (b) repetitively sending a product or providing a service in response to (a).
193. The method of Claim 192 wherein (a) comprises creating a standing order profile.
194. The method of Claim 192 further comprising:
  - (c) receiving a first order for one or more of a plurality of products or services corresponding to web files, wherein (a) is responsive to the first order.
195. In a method for facilitating electronic ordering of a product or service in response to a client selection through a network, said network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, an improvement comprising:  
establishing a standing order in response to the selection of the product or service.